

## World Renowned Economists to Speak at CCU Real Estate & Economic Summit on September 29

### LAWRENCE YUN AND DAN MITCHELL TO HEADLINE EVENT

Our global population is at an all-time high, economies face moderate growth, and central banks grapple with ending quantitative easing. What does that mean to us here at home? With the US population growing nearly double digits in the last ten years, reshaped demographics, unemployment declining and the stock market gaining, the face of business as we know it is changing. Hear from the world's leading economic experts, how demographics, economics, politics and technological factors are impacting you. How should you invest? How should you prepare? What's next? Is it business as usual? Hardly!

Coastal Carolina University, in conjunction with the Grant Center for Real Estate and Economic Development, has announced their 20th Annual Real Estate and Economic Summit scheduled for September 29 at Pine Lakes Country Club in Myrtle Beach, SC.

Lawrence Yun, Chief Economist and Senior Vice President of Research at the National Association of REALTORS® (NAR), will deliver the keynote address.

Dr. Yun appears regularly on financial news outlets and is often a guest on CSPAN's Washington Journal. He is a regular columnist on Forbes' website and is a frequent speaker at real estate conferences throughout the United

States. *USA Today* recently listed him as one of the top 10 economic forecasters in the country.

Also, scheduled to speak is Dan Mitchell, a libertarian economist and senior fellow at the Cato Institute. His work has been published in the *Wall Street Journal*, *New York Times*, *Washington Post*, *National Review*, *Forbes*, *USA Today*, and *Investor's Business Daily*, to name just a few. Mr. Mitchell is a frequent television commentator and appears regularly on all major networks.

Robert F. Salvino, Jr. Ph.D. professor at Coastal Carolina University, and Associate Director of the Grant Center for Real Estate and Economic Development will round out the

slate of speakers. A well-known local economist, Dr. Salvino has worked with numerous local industries and government entities in conducting research, monitoring economic trends, and developing forecasts that have a direct impact on Horry and Georgetown Counties.

"We could not be more pleased to announce speakers of this caliber," said Barbara Ritter, Dean of CCU's E. Craig Wall Sr. College of Business Administration. The insights presented at the Summit will enlighten our entire region and will be of interest to everyone involved in commercial or residential real estate or investments."

The cost for the September 29 event is \$60 which includes a networking breakfast and luncheon recognizing the winners of CCU's inaugural real estate awards. These awards, made possible through a gift from The Tony and Carrie Grant Fund, celebrate excellence in residential, resort, commercial and government/public/non-profit sectors.

For online registration, visit [Coastal.edu/business/summit/registration](http://Coastal.edu/business/summit/registration) or call Wendi Lee at (843) 349-2284. ■



**Lawrence Yun, Ph.D.**  
Chief Economist and Senior VP National Association of REALTORS®



**Daniel Mitchell, Ph.D.**  
Senior Fellow/Economist CATO Institute



**Robert Salvino, Ph.D.**  
CCU Professor of Economics/Research Economist

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## DOORS - WINDOWS - SPECIALTY MILLWORK Prevailing Trends and New Products

by Susan Roush

Along with the uptick in new home construction in 2017 and the continued homeowner interest in remodeling their existing homes, the door and window products offered, as well as the hardware packages to accompany them continues to grow in today's market. *Building Industry Synergy* reached out to four respected business owners & sales managers to give their feedback on the latest trends they have noticed.

Joe Pezzullo the local Market Sales Manager for Builders FirstSource keeps abreast with materials and markets in the building supply industry. When it comes



**Joe Pezzullo in the Builders FirstSource showroom in the Conway location.**

to doors, Joe said, "We are one of the only suppliers in the local area that actually has its own manufacturing capability locally. We manufacture most of our interior and exterior doors in our Conway facility."

Due to the size of their facility, Builders FirstSource can stock a wide range of products such as door slabs,



**Builders FirstSource stocks a large inventory of door styles, hinge finishes and casing profiles.**

hinges, glass patterns, sidelites and transoms. Joe added, "We keep a wide range of different door styles, hinge finishes and casing profiles. This allows us to support the inventory needs of the local builder, better respond on quick turnaround orders when necessary, along with the added flexibility to address any changes that might arise."

For exterior doors Joe noted, "The largest trend [aside from going to fiberglass over metal or wood] is that the industry has really moved towards a Craftsman-style design. In years past, we saw a lot more radius window and doors, circle tops over windows and doors, and round columns on the front of the house. The industry has really squared itself off by moving to square and rectangular shapes for transoms, sidelites, and columns."

Joe added that doors are always evolving and have long been a focal point on the front of a house. "We see a lot more 8' tall entry doors than we saw 5 or 10 years ago. Doors are always evolving and they are always a focal point. Another trend shift is on the back of houses. Joe said, "Builders are incorporating large multiple panel sliding doors." View is everything from ponds to golf courses and large 12' to 16' wide and 8' tall sliding patio doors are being installed in greater numbers. "That used to be a feature of the custom home builder, but now you're seeing a



**Builders FirstSource has its own manufacturing capability in the Conway location.**

lot of production builders incorporating sliding panels – or at least making it an option."

With the return to a healthier housing market, specialty millwork that used to be the sole domain of custom builders is now seen in lower priced homes. Joe said, "We're seeing wainscoting in the dining room, coffered ceilings, and multi-piece chair rails. We are also seeing more utilization of wrought iron balusters." Along the Craftsman-style theme, square wood picket balusters and square newel posts are routinely replacing rounded forms on stairways.

Another perennial favorite, the lowcountry style, calls for shiplap and bead board paneling inside. Joe summed up, "With consumers having more money to spend again, products are being reintroduced that had been stripped away during downturn."

**See Back Cover Of This Issue For Further Information Regarding Builders FirstSource.**

(Continued on page 26)



Jeremy Wernig with Pella.

the brand. He said, "We make amazing super fancy windows, but we're also in line to sell vinyl windows." Jeremy explained, "Pella has three grades of vinyl windows: Encompass, which is comparable to any standard vinyl window on the market. A little fancier one is the 250 Series, and the top vinyl window is the 350 Series, and that's the one we can put hurricane glass in." This grade of vinyl can support the weight of impact-resistant glass, which is three times heavier than regular glass.

Pella® is a brand long identified with quality and affluence for doors and windows. Jeremy Wernig is a local retail sales person, who also installs and services

Pella® makes a fiberglass window called Impervia®. Jeremy said, "To me it's the future of windows. Vinyl can contract and expand whereas fiberglass is rigid, so



it makes a strong window that can carry the weight of a lot of glass – it's stronger than vinyl. It is competitively priced to upper-end vinyl."

Jeremy is proud of the Pella® brand's commitment to research and design improvements. He said, "If Pella has an issue, they throw engineering at it until they don't have the issue anymore. Pella comes up with a lot of innovations that are quickly copied by other companies, just not as thoroughly." For example, Pella has developed EnduraGuard wood protection against moisture, decay, stains, and insects. Pella makes and treats all parts of the window, including the end grain, which is the most vulnerable, before assembling wood windows; this is a crucial step.



Pella Impervia Casement

Visit us in Booths 404 & 405 September 22nd-24th in MBCC



Pella Window & Door, LLC  
Contact Jeremy Wernig  
843.957.7291

For contractors, Pella® has a trim package that takes installation time down from 15 to 20 minutes per window to 2 to 3 minutes. It comes in 10 different prefinished stains and 3 different whites, plus a prime finish for custom paint. Jeremy reported, "Once they use it, they never go back."

There are two specific design trends in windows that Jeremy noted. The first is the absence of grilles and the second is the use of mini blinds (or fabric) between the glass on sliding glass doors and French swing doors. He said, "They don't get dirty, the dogs don't mess them up and the grandkids can't run through them. You can get rid of vertical blinds." Pella® also minimizes hardware – the same slide that moves blinds up and down controls the tilt.

Apart from competitively priced vinyl window to the best wood windows, Pella® offers doors from entry-level fiberglass to higher end Architectural Series doors.

Raymond Goodman, Myrtle Beach Market Sales Manager for 84 Lumber, has a wealth of information when it comes to interior and exterior building products. There was a time when steel doors were standard, but in the coastal climate, they are subject to corrosion. Raymond said, "Fiberglass comes in a textured surface – it used to be smooth – and once it's painted, it's hard to tell the difference with the naked eye between a wood and



Raymond Goodman with 84 Lumber.

fiberglass door. He added, "You see more glass inserts than you used to, and most people want a sidelite."

For interior doors, hollow core doors are still the standard, but six panel doors

are not as prevalent as they used to be. A three panel or two panels with an arch at the top are more in demand. Raymond also noted, "The door casing used to be a standard 2¼" size, now we're seeing 3¼ casing or wider with different profiles such as fluting or a cut in border."

Along with doors comes hardware. Raymond said, "There are more options now for the hardware on a door. It used to be that every interior door had brass hinges, now we are selling more of the oil rubbed bronze (ORB), and nickel plated hinges. Nickel is outpacing ORB, but both have become popular, especially with

(Continued on page 28)



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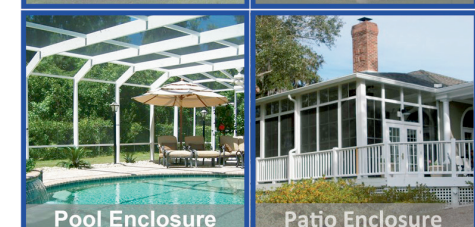
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Visit us in Booths 100 & 101 September 22nd-24th in MBCC



Raymond Goodman & 84 Lumber prides itself on keeping up with the latest trends in the building industry & offering the most appealing door & window products to the contractors, as well as the do-it-yourself homeowners.

higher end houses.” Hinge material determines door handles and stops for finish. Lever door handles have largely replaced round doorknobs.

As for millwork, Raymond said, “Once you go through the door, the trim is what distinguishes a builder’s home.” A wider casing, wider base, crown molding and arches add specialty touches. Raymond sees less demand for wainscoting than in the past, possibly because there has been a trend away from wallpaper toward more creative applications of paint. Wider

crown, two piece crown, and coffered ceilings are more prevalent than they used to. For arches, 84 Lumber sells a metal arch that is added during the framing stage and then finished off with sheet rock. Raymond noted, “Generally, millwork is not as elaborate as we have seen in the past. People want more of a clean, fresh look.”

Nineteen years ago when Scott DeHollander and his wife Ronda opened Window World Myrtle Beach, they were store number 7; today there are 260+



Scott & Ronda DeHollander with Window World in Myrtle Beach.

stores across the nation. Scott said, “People trust the Window World name; it’s a national name today. We’re one of the very few companies that carry the Good Housekeeping Seal, and we’ve carried that for over 10 years.”

Scott reported that most window replacements are spurred by the desire for more energy efficiency. “Today with the insulated glass and the Low-E coatings we can help homeowners reduce their energy bills.” Low-E means low emissivity – a surface that emits low levels of radiant heat. Scott explained, “It’s a reflective metallic coating that’s put on the glass that is virtually in between the two panes of glass. The coating is so thin it allows you to see through it. When the sun hits it, it will reflect anywhere from 84 to 99% of that ultraviolet light.” In the winter months, the panes slow down the outward transfer of heat, retaining warmth inside. The window frames are vinyl. Scott said, “Most windows today, both in the remodel industry and in new construction, are going with vinyl. It is a maintenance free,



The Window World showroom showcases several of the door & window products that are popular in today’s market.

smooth look. There are colors available for interior and exterior finishes giving a lot of options for homeowners.”

In terms of style preferences, Scott observed, “People are taking Colonial grids out and using a Prairie grid to give their house a more modern look. Traditionally a flat grid was all that was available, now there are contoured grids or brass grids. A contoured grid is actually molded in a way to make it look more like wood.”

With Window World, everything they do is custom ordered and every installation meets or exceeds code requirements. For local contractors, establishing a relationship with Window World Myrtle Beach simplifies their job. Scott said, “Whether they contract us to install the windows or they purchase the windows from us, when they walk away from the

job, that homeowner falls under the Window World warranty. If anything goes wrong with a window we take care of it.”

Scott invites contractors and consumers, “Come and see us at the Home Show. If there are any questions that folks want to bring to us I’ll be able to provide them with some useful information.” ■



You can visit Scott & Ronda DeHollander in Feature #4 September 22nd – 24th in the Myrtle Beach Convention Center.




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